Home Furnishings Calendar 1951

JANUARY

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Room 519 • 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

HOME FURNISHINGS CALENDAR

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* KEY: AP - Advertising and Publicity; B - Building; E - Equipment; F - Food; *
* G - Gardens; HF - Home Furnishings; M - Miscellaneous. *
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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 15 9:15 A.M.	PRESS BREAKFAST	EDWARD FIELDS	DELMONICO'S

HF. A press breakfast will be held to introduce a new line of classic-contemporary carpets designed especially for Edward Fields by Marion V. Dorn. This is the first showing of carpets designed by Miss Dorn in this country. The new line derives its motifs from the ancient Egyptians, Greeks, Mayans and from such natural forms as marble, cloud or leaf formations. A group of monogrammed rugs will also be introduced. The new collection is today's expression of carpets to harmonize with both contemporary and traditional furniture, fabrics and architecture. Publicity: Carson-Ruff Associates, MU. 2-2055.

Thursday Nov. 15	NEW DRAPERY FABRIC	F. SCHUMACHER & CO.	60 WEST 40TH STREET

HF. A new drapery fabric, designed by John Jacoby as "an escape from floral patterns to meet demands for a masculine sort of fabric suitable for business offices and college dormitories," is now available through decorators and the decorating departments of fine stores. Motifs are copies of original engravings in "Atlas Coelestis" by Jan Jansson, printed in 1661. The fabric is called "Planetarium" and lengths are now on temporary display in the Hayden Planetarium. Publicity: Philip Schuyler or Ruth Maybank, 14 E. 28th St., LE. 2-7800, Ext. 210.

Nov. 15-Nov. 16 — M. INSURANCE CONFERENCE, A.M.A., DRAKE HOTEL, CHICAGO, ILLINOIS. CONTACT: J.O. RICE, 330 WEST 42ND STREET, N.Y.C.

Nov. 16 8:30 P.M. — M. FRONT PAGE DINNER DANCE, NEW YORK NEWSPAPER WOMEN'S CLUB, WALDORF-ASTORIA HOTEL. CONTACT: JOAN O'SULLIVAN, KING FEATURES,235 E.45TH ST.,NYC.

Nov. 18-Nov. 21 — AP. FOURTH ANNUAL MEETING, PUBLIC REL. SOC. OF AM., EDGEWATER BEACH HOTEL, CHICAGO, ILLINOIS. CONTACT: ROBERT BLISS, PL. 9-8086.

WEEK BEGINNING MONDAY, NOVEMBER 19, 1951

Tuesday Nov. 20 12:30 P.M.	FALL LUNCHEON	ADV. WOMEN OF N.Y.	WALDORF-ASTORIA

AP. This first Fall Luncheon will be held in the Sert Room with Mr.Thomas Young of U.S. Rubber Co., as the speaker. His subject will be "Advertising." Members, $3.75; guests, $4.00. Contact: Mabel Blake, 1233 Sixth Ave., New York, N.Y., CI. 5-4149.

Tuesday Nov. 20 7:30 P.M.	LIGHTING LECTURE	RESIDENCE LIGHTING FORUM	570 LEXINGTON AVENUE

B:HF. Impressions of European lighting practices will be the subject of this meeting with illustrated talks on lighting in European residential and commercial interiors. Actual equipment will also be displayed. Contact: Marilyn Heggie, Long Island Lighting Co., Huntington, N.Y.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Nov. 20 8:00 P.M.	NINTH LECTURE	HOME FASHIONS LEAGUE	40 EAST 35TH STREET
	HF. Subject of this lecture will be "Promotion Plus - Are Home Furnishings Still Horse and Buggy?" Speakers are Frank J. McGinnis, Ford Motor Co. and Burton R. Tuxford, of Drexel Furniture Co. Tickets, $2 each. Contact: Josephine Brush, MU. 7-8122.		
Nov. 22	THANKSGIVING DAY (Holiday).		
Nov. 23- Nov. 28	E. ANNUAL ELECTRICAL & HOME APPLIANCE SHOW, BALBOA PARK, SAN DIEGO, CAL. CONTACT: J. CLARK CHAMBERLAIN, 523 ELECTRIC BLDG., SAN DIEGO, CALIF.		
Nov. 25- Nov. 27	B:HF. OHIO HOME BLDRS. ASSN. CONVENTION & EXPOSITION, ALLERTON HOTEL, CLEVELAND, O. CONTACT: A.H. FALACE, 5 E. LONG ST., COLUMBUS 15, OHIO.		
	WEEK BEGINNING MONDAY, NOVEMBER 26, 1951		
Tuesday Nov. 27 8:00 P.M.	TENTH LECTURE	HOME FASHIONS LEAGUE	40 EAST 35TH STREET
	HF. Subject of this lecture will be "Showmanship - How Dramatic Should We Get?" Speakers are Ralph Alswang, theatrical set designer and Albert Kornfeld, Editor, House & Garden. Tickets, $2. each. Contact: Josephine Brush, MU. 7-8122.		
Wednesday Nov. 28 5:00 P.M.- 7:30 P.M.	FALL PARTY	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
	HF. A "Ten Gallon Hat" party with door prizes and changes to lasso some home fashions winners will be held in the Hendrik Hudson Room. Subscriptions, $3.75. Suggestions for gifts for both door prizes and raffles may be made to Lillian Weiss, Jamian Advertising, Cocktail Party Chairman, and to the following committee members: Jane Scriven, Anderson & Cairns; Gertrude R. Dale, Geyer, Newell & Ganger; Marjorie O'Brien, California Artificial Flower Co.; Jane Thomson, House & Garden; Elizabeth Kingsbury, Bliss Display Corp. and Florence Phillips, Carl Byoir Associates. Contact: Josephine Brush, MU. 7-8122.		
Nov. 28- Nov. 30	HF. DELAWARE ANTIQUE SHOW, WILMINGTON, DELAWARE. CONTACT: MRS. J. STANIAR WILDRICK, HOTEL DUPONT, WILMINGTON, DELAWARE.		
Monday Nov. 28- Jan. 1	"GOOD DESIGN" SHOW	ABRAHAM & STRAUS	BROOKLYN, N. Y.
	HF. Simultaneously with the "Good Design" exhibition opening on Nov. 28 at the Museum of Modern Art, Abraham & Straus will present a show of "Good Design" merchandise available in the store. Merchandise from thirteen of the store's home furnishings departments will be shown in the fifth and sixth floor elevator court exhibits, under joint sponsorship of the Museum of Modern Art and the Merchandise Mart of Chicago. Contact: Frances Bemis, TR. 5-7200.		
Thursday Nov. 29	HF. SIXTH ANNUAL MEETING UPHOLSTERY & DRAPERY FABRIC MFRS. ASSN. WALDORF-ASTORIA, N.Y.C., CONTACT: JAMES L. FRI, 500 FIFTH AVENUE, NEW YORK 18.		
Nov. 29- Nov. 30	M. FINANCE CONFERENCE, A.M.A., WALDORF-ASTORIA, NEW YORK, NEW YORK. CONTACT: J.O. RICE, 330 WEST 42ND STREET, NEW YORK, N. Y.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday Nov. 29-Nov. 30	"ORLON" ACRYLIC FIBER PRESS PREVIEW	DU PONT COMPANY	SHERRY'S,300 PARK 2ND FLOOR BALLROOM

HF. Demonstrations and fashion show on present and coming developments in home furnishings and fashions featuring "Orlon", a new Du Pont textile fiber, will be held on these days. For press groups at specified hours, by invitation only. Thursday, Nov. 29, four groups, for programs beginning at 10:45 A.M. and at 12:15 P.M., each followed by buffet luncheon; and at 2:45 P.M. and 4:00 P.M., each followed by cocktails. On Friday, Nov. 30, two luncheon groups only, for programs beginning at 10:45 A.M. and at 12:15 P.M. Contact: Blanche Gaillard, LO. 3-6400, Ext. 308.

ADVANCE DATES AND NOTICES

Dec. 3-Dec. 5 — HF. HERSHEY ANTIQUES EXPOSITION, HERSHEY, PENNSYLVANIA. CONTACT: MRS. MABEL I. RENNER, 483 W. MARKET STREET, YORK, PENNSYLVANIA.

Dec. 3-7 — NEW YORK CURTAIN & DRAPERY CLUB MARKET WEEK, SHOWRROMS, NEW YORK, N.Y.

Tuesday Dec. 4 9:00 A.M.-11:00 A.M.	PRESS BREAKFAST	HEIFETZ COMPANY	16 EAST 53RD STREET

HF. A press breakfast to mark the opening of the new Heifetz showrooms at the above address will be held on this date. New designs by Yasha Heifetz in occasional tables, lamps and decorative accessories will be presented at this time. Publicity: Hilda Kassell, PL. 9-2917.

Wednesday Dec. 5 3:00 P.M.-6:00 P.M.	TRADE COCKTAIL PARTY	HEIFETZ COMPANY	16 EAST 53RD STREET

HF. A cocktail party for the trade will be held in the new Heifetz showrooms which will open Dec. 4 at the above address. New designs by Yasha Heifetz in occasional tables, lamps and decorative accessories will be presented. Publicity: Hilda Kassell, PL. 9-2917.

Dec. 11-12 — HF. ANNUAL MEETING UNITED STATES POTTERS ASSN., HOTEL ASTOR,NEW YORK,N.Y.

Dec. 13-Dec. 14 — HF. FILM, SHEETING AND COATED FABRICS DIV. CONFERENCE, SOC. OF THE PLASTICS IND., COMMODORE, NEW YORK. CONTACT: LANGDON P. WILLIAMS,MU.7-2675.

Saturday Dec. 15 8:00 P.M.	CHRISTMAS PARTY	ADV. WOMEN OF N.Y.	297 TENTH AVENUE

M. This organization's annual Christmas Party for the benefit of the Salvation Army Home for Working Women will be held on this date. Members are asked to donate gifts, help wrap them, help decorate the room. Contact: Elsie W. Wilson, Personnel Associates, 30 Rockefeller Plaza, Room 1830, New York 20, N.Y.

Thursday Dec. 20	CHRISTMAS PARTY	ADV. CLUB OF N.J.	NEWARK, N.J.

AP. If your firm or your clients make a product which you want publicized you should communicate with this club. At their Christmas party each of 750 guests who are leaders in the business, civic and cultural life of New Jersey will receive a gift package; there will also be table prizes and door prizes. For gift packages 6½ gross of each item are desired but 1 gross is acceptable; for table prizes 7½ dozen items are needed but 4 dozen is acceptable; (minimum retail value $2.50); for door prizes items should have minimum retail value of $10. Grand prize is a fully-paid 10 day trip to Switzerland via Swissair. Contact: Mr. Harold Friedman, Advertising Club of New Jersey, Room 1603, Military Park Bldg., 60 Park Place, Newark 2, N.J.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Dec. 25	CHRISTMAS (Tuesday).		
Jan. 1	NEW YEAR'S DAY (Tuesday).		
Jan. 3- Jan. 11	HF. TRADE SHOW, ASSOC. GLASS & POTTERY MFRS., WILLIAM PENN HOTEL, PITTSBURGH, PA., CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Jan. 6-11	HF. CHICAGO CURTAIN, DRAPERY, DOMESTICS, LINEN SHOW, STEVENS, CHICAGO, ILL.		
Jan. 6- Jan. 11	HF. NEW YORK CURTAIN & DRAPERY SHOW AND NATL. DOMESTICS & LINEN SHOW, HOTEL NEW YORKER, N.Y.C., CONTACT: MRS. G. R. WATERS, NATL. EXHB., LANSDALE, PA.		
Jan. 7- Jan. 10	HF. ANNUAL MFRS. EXHIBIT, NATL. RET. DRY GOODS ASSN., STATLER, NEW YORK CONTACT: M. H. LANDAU, 100 WEST 31ST STREET, NEW YORK, N. Y.		
Jan. 7- Jan. 18	HF. WINTER HOME FURNISHINGS MARKET, MDSE. MART AND AM. FURN. MART, CHICAGO, ILL. CONTACT: NEWS BUR., MDSE MART: L. H. WHITING, AM. FURN. MART.		
Jan. 7- Jan. 18	HF. WINTER FURNITURE MARKET, GRAND RAPIDS, MICHIGAN. CONTACT: C. F. CAMPBELL, 427 E. FULTON ST., GRAND RAPIDS 3, MICHIGAN.		
Jan. 7- Jan. 18	HF. CHICAGO DRAPERY MARKET, MERCHANDISE MART, CHICAGO 54, ILLINOIS. CONTACT: NEWS BUREAU, MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 12- Jan. 21	B. TOLEDO HOME BUILDERS & INDUSTRIES EXPOSITION, TOLEDO, OHIO. CONTACT: PAUL SPOR, OHIO BUILDING, TOLEDO, OHIO.		
Jan. 13- Jan. 16	M. NATL. ASSN. OF VARIETY STORES SHOW, DALLAS, TEXAS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Sunday Jan. 13- Jan. 18	NEW YORK LAMP SHOW HF. The 31st semi-annual New York lamp show will occupy seven floors of the New Yorker where there will be more than 300 exhibits displaying over 400 lines of leading lamp manufacturers. Hours: Sunday, 1 to 7 P.M.; Monday through Thursday, 9 A.M. to 7 P.M.; Friday, 9 A.M. to 3 P.M. Contact: George F. Little and Robert Carman, George F. Little Management, 220 Fifth Avenue, New York 1, N.Y., MU. 9-7147.	GEORGE F. LITTLE MNGMT.	HOTEL NEW YORKER
Tuesday Jan. 15	NEW MAGAZINE B. A new magazine called "House and Home" devoted to all those who plan build, buy, sell or finance houses will be on the newsstands at about this time. It is planned primarily for building professionals but a very limited number of non-professional subscriptions is also available. Contact: P. I. Prentice, JU. 6-1212.	TIME, INCORPORATED	TIME & LIFE BLDG.
Tuesday Jan. 15 Just out	NEW HOUSING MAGAZINE B:HF. A new magazine for professionals which will deal entirely with houses will be available on or about this date. It is to be known as "Houses." While primarily intended for professionals, non-professionals may subscribe at an increased rate. Contact: Architectural Forum, JU. 6-1212.	ARCHITECTURAL FORUM	CHICAGO, ILLINOIS

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Jan. 17- Jan. 24	E. NATIONAL HOUSEWARES AND HOME APPLIANCE EXHIBIT, NAVY PIER, CHICAGO, ILL. CONTACT: A.W. BUDDENBERG, 1140 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 20- Jan. 24	B. NATL. ASSN. OF HOME BUILDERS SHOW, CONGRESS & STEVENS HOTELS, CHICAGO, ILLINOIS. CONTACT: PAUL S. VAN AUKEN, 111 W. JACKSON BLVD., CHICAGO 4, ILL.		
Jan. 20- Jan. 25	HF. CALIFORNIA GIFT SHOW, LOS ANGELES, CALIFORNIA. CONTACT: WOODY C. KLINGBORG, 1151 S. BROADWAY, LOS ANGELES, CALIF.		
Jan. 21- Jan. 25	HF. ARMORY FURNITURE SHOW, 71ST REGIMENT ARMORY, NEW YORK, N.Y. CONTACT: WILLIAM S. ORKIN, 8 WEST 40TH STREET, NEW YORK 18, N.Y.		
Jan. 21- Jan. 26	HF. NEW YORK FURNITURE MARKET, NEW YORK FURN. EXCH., 206 LEXINGTON AVE. CONTACT: LOU SCHNEIDER, MU. 5-1160.		
Jan. 21- Jan. 26	HF. NEW YORK CARPET MARKET, INDIVIDUAL SHOWROOMS, NEW YORK, N.Y. CONTACT: MELVA CHESROWN, FRED ELDEAN ORGANIZATION, EL. 5-7651.		
Jan. 21- Feb. 2	HF. HIGH POINT WINTER FURNITURE MARKET, EXPOSITION BLDG., HIGH POINT, N.C. CONTACT: PAUL CASEY, MGR., SOUTHERN FURN. EXPOSITION BLDG., HIGH POINT.		
Jan. 23- Jan. 27	F. MIAMI FOOD & BEVERAGE SHOW, MUNICIPAL AUDITORIUM, MIAMI, FLORIDA. CONTACT: E.J. SEIFRIT, 615 SW. 2ND AVENUE, MIAMI, FLORIDA.		
Thursday Jan. 24 9-11 A.M.	PRESS BREAKFAST HF. A breakfast for the press will be held to show Greeff's new line of fine decorator fabrics. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Jan. 27- Jan. 30	HF. NEW YORK STATE GIFT & ART SHOW, HOTEL ONONDAGA, SYRACUSE, N.Y. CONTACT: RALPH S. WILDER, JR., 683 ATLANTIC AVENUE, BOSTON, MASSACHUSETTS.		
Jan. 27- Jan. 31	M. NATL. ASS'N. OF VARIETY STORES SHOW, CHICAGO, ILLINOIS. CONTACT: MARVIN E. SMITH, 1416 MERCHANDISE MART, CHICAGO 54, ILLINOIS.		
Jan. 28- Jan. 30	HF. NATL. COTTON COUNCIL OF AMERICA, ROOSEVELT HOTEL, NEW ORLEANS, LA. CONTACT: ERNEST STEWART, P.O. BOX 18, MEMPHIS, TENNESSEE.		
Jan. 28- Feb. 1	HF. LOS ANGELES FURNITURE MARKET, LOS ANGELES, CALIFORNIA. CONTACT: A.V. MacDONALD, 2155 EAST 7TH STREET, LOS ANGELES 23, CALIFORNIA.		

MUSEUM, GALLERY AND GARDEN NEWS

Thursday Nov. 15- Feb. 24	ANNOUNCEMENT OF WINNER M. Announcement will be made today of the 101 sculptors whose work has been admitted to the nationwide competitive exhibition "American Sculpture 1951." The exhibition of their work will open December 7 in the Great Hall and will continue through Feb. 24. The exhibition will present a very broad view of contemporary sculpture in America ranging from the work of academicians to that of experimentalists. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

MUSEUM, GALLERY & GARDEN NEWS (Cont'd)

Saturday Nov. 17- Dec. 16	TURKISH EXHIBIT	BROOKLYN MUSEUM	EASTERN PKWY, BKLYN.

HF. An exhibition entitled "Turkey Today", arranged in cooperation with the Turkish Office of Information, will feature examples of Turkish handicrafts such as embroideries, silver and textiles, as well as photographs of the old and new Turkey. Publicity: John Gordon, NE. 8-5000.

Tuesday Nov. 20 Dec. 22	CHRISTMAS GIFT EXHIBITION	INSTITUTE OF CONTEMPORARY ART	138 NEWBURY STREET BOSTON, MASS.

HF. A large group of Christmas gifts, chosen for their good design qualities by the Institute, comprises more than 200 articles including glassware, china, pottery, silver ware, kitchenware, appliances, fabrics, furniture and toys. Gyorgy Kepes, Professor of Visual Design at the Massachusetts Institute of Technology, has designed an unusual setting for the exhibition. Information as to sources and prices will be available. Contact: Institute of Contemporary Art, 138 Newbury St., Boston, Mass.

Wednesday Nov. 28- Jan. 27	GOOD DESIGN EXHIBIT	MUSEUM OF MODERN ART	11 WEST 53RD STREET

HF. The best designs in home furnishings selected from the Chicago Merchandise Mart exhibition for 1951 will be on view here. Publicity: Betty Chamberlain, CI. 5-8900.

Friday Nov. 30- Jan. 12	EXHIBIT OF LACQUER	COOPER UNION	COOPER SQUARE

HF. An exhibit of more than 200 pieces of lacquered objects from China, Japan, France, Mexico, Peru and Russia will include furniture, screens, boxes, bowls and dishes. Advance photographs in color or black and white may be made on or after November 13. Contact: Everett P. Lesley, Jr., AL. 4-6300.

EDITORIAL REQUIREMENTS

For Dr. L. Palnic, Cannaregio, 5961, Venice, Italy

Single pictures, photo features, picture stories and color shots can now be placed in increasing numbers of European magazines. Dr. Palnic has good connections with magazines in Italy, France, Switzerland, Belgium and other European countries and would like to hear from any one interested. He will then furnish full details by Air Mail concerning prices, settlements, references in this country and guarantees. Write him at address above.

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HOME FURNISHINGS CALENDAR covers all aspects of the home; building and housing; furnishings and decorating; gardening and horticulture; food and major appliances.

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One of our important functions is to clear dates so that conflicts will not arise. Check with us as to available times before scheduling your next affair.

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Events are listed without charge in the CALENDAR for approximately six weeks in advance. Let us have your listing as early as possible so that we may help you to avoid conflicts in dates and give you increasingly better service. New events, last minute changes and revisions are added each week as scheduled.

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor
Zelda K. Schiller, Circulation Manager
Hilda Kassell, Promotion Director
Alice Kline, Food Editor

HOME FURNISHINGS CALENDAR is published every Thursday. There is no charge for any listing. Subscription rates: One year, $30; six months, $18; three months, $10; single copy, $1.